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NOVELTY! CHARM!

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SPEED! ROMANCE!

COMEDY! DRAMA!

—and every element is a selling point for this picture!



THE STORY

and a philanderer at night.

Returning from an American business trip and anxious to tackle accumulated work he finds his beautiful but inefficient secretary has too much sex appeal and fires her—as a secretary.

Susie, practically destitute, steals into his office and sells him the idea of employing her. As his secretary she tries to win him through her faultless work, not realizing he sees her only as a ma-

keep him detached from his girl friends -until one day the Baron recognizes the perfume scent of a frustrated visitor. hotel in Paris, he dispatches poor Susie proposal of marriage.

Baron Von Ullrich, head of a great for flowers. Instead Susie brings her a. Vienna bank, is a business man by day box of carrots. The girl is furious, then scornful. After upbraiding her, she rubs it in by telling Susie of the methods she uses to attract men.

> Later Susie dons evening clothes for the first time and is-a revelation. The Count and Paul both fall hard for her and invite her with them for a gav night. She accepts, but lets the Baron catch a glimpse of her first.

After a gay party, Susie leads Paul a merry chase through the park and finally escapes him. When the Baron hears she has disappeared he frantically phones all The drab girl, however, manages to over the city. She finally turns up in his

The Baron realizes he is at last in love and, according to his custom, discharges Learning the girl is stopping at his her. Only this time his last dictation is a



Marian Marsh and Warren William in a gay love scene from "Beauty And The Boss," the Warner Bros. picture coming to the . . . Theatre next Reunited for the first time since "Under Eighteen," Miss Marsh and William again co-star in their latest.

Cut No. 2 Cut 30c Mat 10c

PRODUCTION STAFF

Authors	Paul Frank and Ladislaus Fodor
From Broadway Stage Play	"The Church Mouse"
Adaptation	Joseph Jackson
	Roy Del Ruth
Assistant Director	Chuck Hansen
Art Director	Anton Grot
Cameraman	Barney McGill
Film Editor	Ralph Dawson

VITAL FACTS ABOUT THIS PICTURE

THE CAST

SUSIE SACHS, who had "It" but hid it _____ARIAN MARSH BARON VON ULLRICH, strong for finance bue 's for women WREN WILLIAM Ludwig, his weak-minded Man Friday _______ \rles Butterworth Paul, the Baron's brother _____ David Manners The Count Frederick Kerr Polly _____Mary Doran Girl at the Bar Lilian Bond Ludwig's girl Polly Walters Chappel ______ Robert Greig Girl with dog arbara Leonard

BIOGRAPHICAL BIEFS

MARIAN MARSH-Lovely young star, whose releases include "Svengali," "Five Star Final," "The Road to Singapore," "The Mad Genius," "Under Eighteen" and "Alias the Doctor." She was born in the island of Trinidad.

WARREN WILLIAM-Long known on Broadway. He has appeared on the screen in "Expensive Women," "Honor of the Family," "Under Eighteen" and "Woman from Monte Carlo." Born in Aitkin, Minn.

CHARLES BUTTERWORTH - Humorist and stage comedian seen on the screen in "Life of the Party," "Illicit," "The Bargain," "The Mad Genius," "Side Show" and "Manhattan Parade." Comes from South Bend, Ind.

DAVID MANNERS-Sterling romantic lead. Lately seen in "Lady With a Past," "The Miracle Woman," "Kismet," "Journey's End," "The Last Flight" and "The Millionaire." A Nova Scotian by birth.

FREDERICK KERR-Celebrated actor

of stage and een. His most recent films have een "Frankenstein," "Waterloo By" and "Honor of the Family." Ha rom England.

LILIAN BON Noted stage beauty, former "Vars" feature. Seen on screen in "Fman, Save My Child," "Union Dept "Dancing Partners," "Just a Gigo "Stepping Out" and "High Pressu Born in England.

MARY DORA This is her first important partshe made her screen bow in a sm. le in "Union Depot." Her next pu will be "Miss Pin-

ROY DEL RI (Director)-Veteran of screen, no for interesting innovations and crtures. Specialist in comedy and nance. Successes directed by 1 Ruth include "Hold Everything," he Maltese Falcon," the two Cas hits, "Blonde Crazy" and "Taxi," d "Beauty And The Boss."



Beautiful Marian Marsh, first star of 1932, is in "Beauty And The Boss," the Warner Bros. picture now at the Theatre. Miss Marsh portrays a secretarial Cinderella who becomes a beautiful siren, and wins her man.

Cut No. 4 Cut 30c Mat 10c

OFFICIAL BILLING

and The Vitaphone Corporation present "BEAUTY AND THE BOSS" 100%

Warner Bros. Pictures, Inc.

Marian Marsh, David Manners, Warren William 30% Charles Butterworth 5% Lilian Bond 5%

For A BALANCED PROGRAM

play these VITAPHONE SHORTS

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Complete miniature musicals with Broadway's best (2 reels)

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With Bosko, the screen's. funniest musical cartoon character

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Interesting explorations around the world with the camera (1 reel)

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Ted Husing's snappy illustrated explanations of all kinds of sports (1 reel)

Length and Running Time 6,034 Feet 66 Minutes

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This story contains complete information about "Beauty And The Boss," and is known to showmen as a "routine

"Beauty And The Boss," the Warner Bros. picture which comes to the . . Theatre, is a radiant romance, spicy and snappy, with pretty girls and gay comedy, with a cast headed by charming



William and laughprovoking Charles Butterworth. Joseph Jackson adapted it from the Broadway hit by Paul Frank and Ladislaus Fodor and Roy Del Ruth directed.

The story could not be better suited to Miss Marsh's manner

MARIAN MARSH Winsome Cut No. 17 and captivating
Cut 15c Mat 5c personality, that of

a little secretarial drudge who throws away her paper cuffs for decollete, forgets her note pads for night clubs and, in short, gets her man-who is none other than a Baron, and her boss as

Gay scenes of Paris night life add to the zest of the picture. Peeps into milady's boudoir add to the general sauciness, while the scenes are handled with a masterly finesse.

The story, beautifully environed, is set in Paris and Vienna.

The theme is a modern day version of the Cinderella romance, the story of a poverty-stricken girl, outwardly of the bashful type but with courage written big in her heart, who wins her way to a job as the Baron's secretary, and who finally, with the aid of nice clothes, transforms herself to such an extent that she steals the Baron from his other loves.

The subject has been handled by Director Del Ruth with a light touch and an abundance of frothy, sparkling humor which emanates from situations spiced in the Continental manner. Del Ruth's deft direction of this comedy puts it on a par with his other outstanding successes of the past season-"Taxi," "Blonde Crazy," "The Maltese Falcon" and "Hold Everything."

An exceptionally fine cast gives a grand and amusing interpretation of the story and its people. In addition to the featured principals already mentioned, fine performances are turned in by David Manners, Charles Butterworth, Frederick Kerr, Mary Doran, Lilian Bond, Yola D'Avril, Robert Greig and Barbara Leonard.

Marian Marsh's last few pictures have brought her to the front so that she is now a real "name." Her work with Edward G. Robinson in "Five Star Final" and opposite Richard Barthelmess in "Alias the Doctor" have put her in a secure place among the younger stars. Warren William has captivated the women as a reckless, daredevil heart-breaker. In his role as Baron Von Ullrich he is the magnetic captain of industry by day and the gay Lothario at

"Beauty And Boss" Based On Famous New York Stage Play

"Beauty And The Boss," which begins a day engagement at the . . Theatre next, is based on a play which kept New York laughing for many months last season. On the stage it was known as "The Church Mouse," and starred Miss Ruth Gordon.

The instantaneous success of "The Church Mouse" soon had many movie producers bidding for the screen rights. Warner Bros., realizing that the story fitted perfectly with the personality and ability of Marian Marsh, outbid all other companies, and "The Church Mouse" was put into immediate production under the title of "Beauty And The Boss."

Miss Marsh plays the role of an efficient but unattractive secretary to Warren William for whom she has a deep admiration. But not until she learns all about the Love Methods Of A Modern Girl does she win the eye and the heart of Mr. William. How she accomplishes this end forms the basis of the story.

Charles Butterworth's dry whimsies make a delightful contribution to the general gaiety of the theme. Sex appeal is supplied in large doses by Mary Doran, Lilian Bond, Polly Walters, Yola D'Avril and Barbara Leonard. Others in the cast are David Manners and Frederick Kerr.

"Beauty And The Boss" was directed by Roy Del Ruth whose work with "Taxi," a recent James Cagney production, won wide acclaim.

your end story

Fan Mail Gives Marian Marsh Star Rating

Marian Marsh, after playing leading feminine roles with John Barrymore, William Powell, Richard Barthelmess and Edward G. Robinson, has been given a star's rank by picture fans-10,000 letters monthly.

Miss Marsh's career on the screen is still less than a year old, and has been one of the exceptional cases which go to prove the rule that the road to screen success is a long and thorny one. Twelve months ago she was unknown; she had been an extra in two or three films and had a part in the Los Angeles stage production of "Young Sinners." On the strength of this performance she was offered a screen test at the Warner studios. She took it. A print of the test was shown to John Barrymore, then seeking an actress to play Trilby in "Svengali."

After an interview with her he became sure she would be perfect in the role. Although the choice of a pretty, vivacious, but obscure young girl seemed somewhat rash, Warner Bros. executives agreed-and the results earned for her a long-term contract.

Her newest picture, "Beauty And The Boss," is a saucy, sparkling romance of a drab little secretary who wins the hand of her boss after several drastic transformations of appearance and approach. Warren William plays opposite her as the philandering man of finance and the two contribute performances which blend comedy and romance in a most unusual

The balance of the cast of "Beauty And The Boss" includes Charles Butterworth, David Manners, Frederick Kerr, Lilian Bond and Yola D'Avril. It was directed by Roy Del Ruth.

your 4th story

Marian Marsh And Warren William Co-star Again

"Beauty And The Boss," the Warner Bros. and Vitaphone picture coming to the Theatre next for a . . day engagement, co-stars Marian Marsh and Warren William for the second time in recent months. Their first co-starring vehicle was "Under Eighteen," which marked Miss Marsh's entry into the select circle of stardom.

In the brief year in which she has appeared in motion pictures, Miss Marsh has also appeared twice opposite John Barrymore, and once each opposit Edward G. Robinson, Richard Barthe mess and William Powell.

William has been in pictures but short time and has already appeared several important roles. His first work was rewarded by a long-term contract. He will shortly appear in "The Mouthpiece," a picture dealing with the highlights of a famous New York criminal lawver's life.

Miss Marsh and William were again cast opposite each other in "Beauty And The Boss" because of their close approximation to the types called for in the script of the play, originally known as "The Church Mouse," a famous Broadway play. In it Miss Marsh portrays a drab little secretary who learns the value of her feminine charms and displays them with astonishing results to both her and her employer.

Characterized by advance reports as one of the season's most entertaining dramatic comedies, "Beauty And The Boss" includes in its able cast Charles Butterworth, who brings his particular brand of comedy to the screen with telling results, David Manners, Frederick Kerr, Lilian Bond, Yola D'Avril and many others.

Roy Del Ruth, who directed "Blonde Crazy" and "Taxi," two James Cagney successes, also directed "Beauty And The Boss."

your Tth story

New Method Of Picture Preparation Successful In "Beauty And The Boss"

Hollywood's newest method of picture preparation, the collaboration of author and director, was successfully carried through in the case of "Beauty And The Boss," the Warner Bros. picture coming to the Theatre next with Marian Marsh and Warren William heading the large cast.

Joseph Jackson, author, and Roy Del Ruth, director, were sent from Hollywood to study the production of "The Church Mouse," from which "Beauty And The Boss" was filmed and which enjoyed an unusually successful New

run. "The Church Mouse" featured Rush Gordon and Bert Lytell, former screen hero, in the roles filled by Miss Marsh and William.

Jackson and Del Ruth attended three performances of the play before returning to Hollywood. After taking voluminous notes, the two co-workers boarded the train for their return trip with scripts of the play. Upon arrival in Hollywood the two men continued their collaboration on the screen treatment of the play, a collaboration between writer and director which carried over during the filming of the picture.

The close cooperation between scenarist and director was found to be productive of a better picture which required less shooting time and retakes than the picture produced in the stereotyped Hollywood manner.

The large cast guided by Writer Jackson and Director Del Ruth includes Charles Butterworth, David Manners, Frederick Kerr, Mary Doran, Lilian Bond, Yola D'Avril and Barbara Leon-



Warren William, dashing hero of stage and screen, comes to the screen of the Theatre next . . in "Beauty And The Boss," the Warner Bros. picture in which he is co-starred with Marian Marsh.

Cut No. 3 Cut 15c Mat 5c

Opening Day Story

"Beauty And The Boss" Opens Today At

Beginning a day engagement at the Theatre today, "Beauty And The Boss," the Warner Bros. picture co-starring Marian Marsh, the first star of 1932, and Warren William, with whom she appeared in "Under Eighteen," brings to the screen a gay dramatic comedy involving the progress of a young girl who discovers and makes use of her charms, much to the astonishment of her employer.

Miss Marsh and William were again brought together for "Beauty And The Boss" because their particular aptitudes

script, which closely follows the original

play, "The Church Mouse." "Beauty And The Boss" features a strong cast of well-known stage players, including Charles Butterworth, whose comedy furnishes many hearty laughs, Frederick Kerr, Lilian Bond, David Manners, Mary Doran, Yola D'Avril and Barbara Leonard.

ideally fulfilled the requirements of the

Roy Del Ruth, director of "Blonde Crazy" and "Taxi," directed "Beauty And The Boss."

Advance Shorts

Big Cast In "Beauty And The Boss"

"Beauty And The Boss," the Warner Bros. picture coming to the Theatre next, features a strong cast of prominent players of stage and screen. Marian Marsh and Warren William play the leading roles of secretarial Cinderella and high-powered financial genius, respectively. Supporting players include Charles Butterworth, who furnishes the comedy, David Manners, Frederick Kerr, Mary Doran, Yola D'Avril and Lilian Bond. There are, in addition, many other prominent players in "Beauty And The Boss," who also bring long dramatic experience to the screen. Roy ("Blonde Crazy" and "Taxi") Del Ruth

Plenty of Feminine Pulchritude In "Beauty And The Boss"

From Marian Marsh, co-starred with Warren William, down to the least important extra and bit player, "Beauty And The Boss," the Warner Bros. picture coming to the Theatre next ..., stresses pulchritude in its feminine contingent. Among the more important beauties in the cast are Mary Doran, Lilian Bond, Yola D'Avril and Barbara Leonard.

Roy Del Ruth directed "Beauty And The Boss," the male division of which includes, aside from Warren William, Charles Butterworth, David Manners and Frederick Kerr.

Marian Marsh Is Youngest Leading Lady On Screen

Marian Marsh, co-starred with Warren William in "Beauty And The Boss," the Warner Bros. picture coming to the . Theatre next . . . , is the youngest leading lady of starring rank on the screen. Miss Marsh has been on the screen about a year, rising from extra to stardom. She recently celebrated her eighteenth birthday by starring in "Under Eighteen," in which she also appeared with William.

The large cast of "Beauty And The Boss," which was directed by Roy Del Ruth, includes Charles Butterworth, David Manners, Frederick Kerr, Mary Doran, Lilian Bond, Yola D'Avril and Barbara Leonard.

Feature

A Vignette Of Charles Butterworth, Featured Comedian With Marian Marsh and Warren William In "Beauty And The Boss"

NOTE TO EDITOR: This is the most complete biography ever written on this star. We suggest you keep it in your files for reference after using it.

This is the story of Charles Butter-worth—Charles A. M. or M. A., LL.D. ("Oh, the pity of it")-Butterworth, featured comedian with Warren William and Marian Marsh in "Beauty And The Boss," a Warner Bros. picture which comes to the Theatre . .

Charlie's father was a well known doctor and surgeon, back there in South Bend, Ind., which blushes now when mentioned as Charles Butterworth's home town. His mama thought it would be nice if Charlie was a doctor, too. So in due time Charlie emerged from Notre Dame bearing a diploma entitling him to practice-law.

He declares he thought he was studying medicine.

Charlie went to New York.

In New York he tried the stage. Then he tried reporting for the New York Times. After that he sent in some of his own humorous sketches, and became assistant to J. P. McEvoy.

When the latter first started plans for his famous revue, "Americana," Butterworth plucked wistfully at McEvoy's sleeve, and recited his now noted speech, "A Day at the Rotary Club."

Butterworth reached Broadway in that.

"Allez Oop" and "Good Boy" followed, and then, almost over night, this new comedian found himself the pet of critics and public alike, in "Sweet Adeline," which ran forever and ever, comparatively speaking, in New York. It ultimately took to the road, after Charlie had taken time out to make two pictures for Warner Bros., "The Life of the Party," with Winnie Lightner, and "Illicit," with Barbara Stanwyck.

Charlie's first picture under his new Warner Bros. contract was "The Bargain," with Lewis Stone, Doris Kenyon and Evalyn Knapp. "The Mad Genius" followed "Side Show" and "Manhattan Parade." His next was "Beauty And The Boss," which opens at the Theatre next . . . And he writes all of his own dizzy dialogue.

Butterworth confesses that he feels terrible most of the time. Has spots before the eyes (but doesn't think anyone

has noticed them).
Butterworth shudders when people talk out loud at theatres. Screams when girls talk baby talk.

Butterworth keeps fit by wrestling horses. He can throw a horse four out of five falls.

He hopes somebody will invite him on a yacht some day.

And regarding matrimony, he says serenely, "The whole thing is done with cleverly arranged mirrors.

"There's an old stage saying," he said wistfully, "that the more laughs you get the less fan mail you receive. Maybe that has something to do with it."

Maybe it has.

But why couldn't he get himself some cleverly arranged mirrors?

IN HUN IU APOLLO

at the APOLLO

Take this and a score of other tips from a Cinderella who learned how to be a siren in her spare time. Men!... Study her tech so you'll be on your guard against dangerous "dates" who steal their stuff from . . .

SEAUTY and the Beg his pardon

WARNER BROS.' supreme comedy-romance with

MARIAN MARSH WARREN WILLIAM

Charles Butterworth

David Manners Lilian Bond Yola D'Avril



4 But don't call for help — he won't need it!

3 Say—"Don't! Stop!" when he kisses you

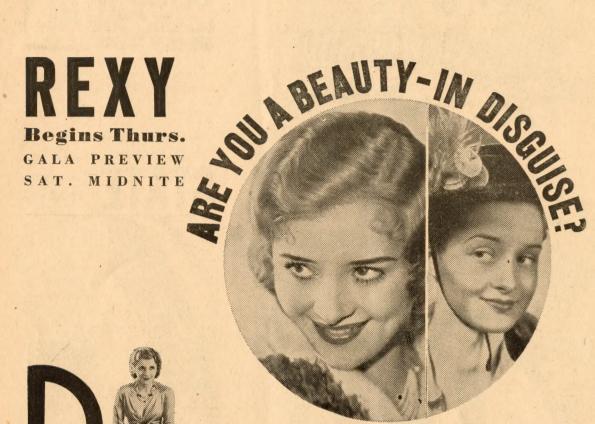


NEWSPAPER ADS



Begins . . . Tomorrow

I THE BOX OFFICE AIMED DIRECTLY



Learn how to make the most of "IT" from

AUTY and the

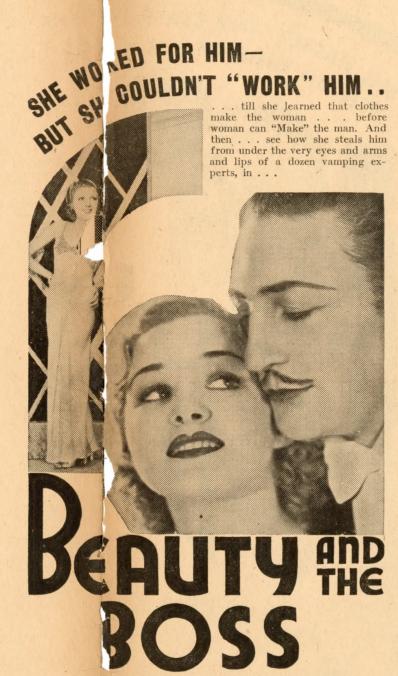
WARNER BROS. brilliant screen version of the famous Broadway hit, "A CHURCH MOUSE" . . . with this star-studded cast

MARIAN MARSH

WARREN WILLIAM

David Manners Charles Butterworth Yola D'Avril

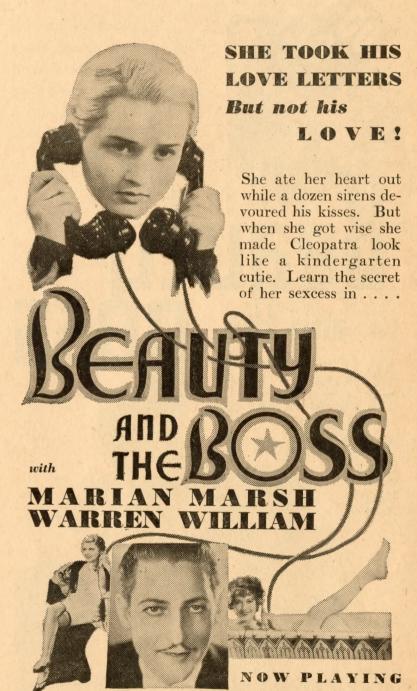
She was charmless and harmless—till she learned about love from an expert. But she learned so fast she lost control of IT . . . and before she could "get her man" she got a dozen wrong ones! It's the smartest romance of the season!



MARIAN MARSH WARREN WILLIAM

avid Manners and narles Butterworth





in the year's most delightful romance from

WARNER BROS

Cut No. 15 Cut 40c Mat 10c

STEP OUT FOR REAL MOI

SHE KEPT HER MIND ON HER WORK AND LOST HER HEART TO HER BOSS!

. . . but when he lost his head over a dozen dizzy sirens, she did a lot of night work and finally made good at being "Bad"! Learn a love secret from a girl who couldn't keep it . . . in

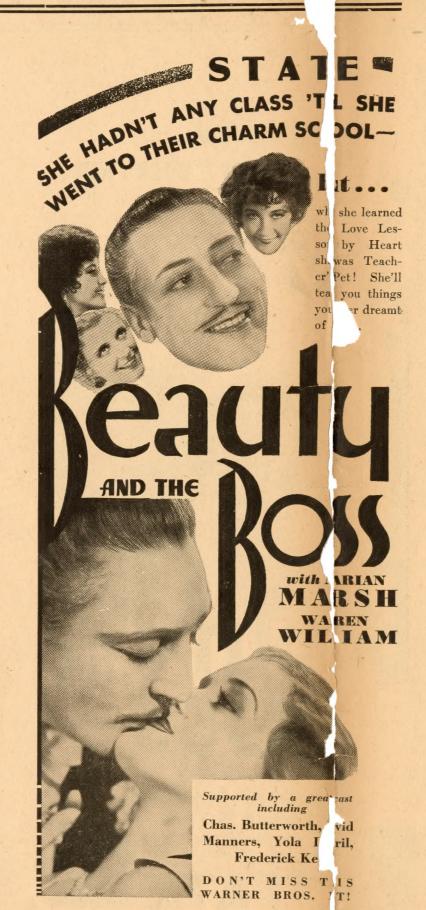
Beauty and the DOSS with Radiant, Alluring

MARIAN MARSH WARREN WILLIAM

Butterworth David Manners

Another Great WARNER BROS. Hit

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Cut No. 14 Cut 40c



Cut No. 20 Cut 40c Mat 10c



With a great WARNER BROS. star cast including

WARREN WILLIAM David Manners and Charles Butterworth



Cut No. 13 Cut 40c

"HAPPINESS

STRAND

Tells what to do when business interferes with pleasure.



"HAPPINESS WEEK" **PLAYING**



WARREN WILLIAM

Charles Butterworth

David Manners Yola D'Avril Frederick Kerr

LET THESE ADS WORK FOR YOU.

LAST SHOWING TOMORROW 8 P.M.

STATE

She Dictated to Her Boss—
and made him like it . . . and her!
You'll love the way she does it in . . .



EUI)

Bros. Hit

MARIAN MARSH WARREN

WARREN WILLIAN

Charles Butterworth, David Manners, Frederick Kerr

Cut No. 7 Cut 20c | Mat 5c



MARIAN MARSH WARREN WILLIAM David Manners and Charles Butterworth

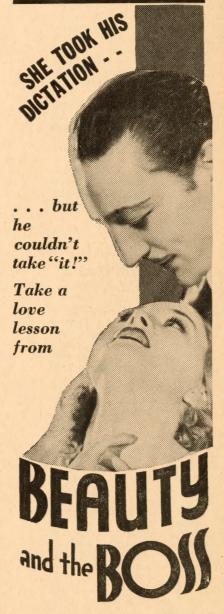


NOW PLAYING
STATE
HAPPINESS WEEK

Cut No. 6 Cut 20c Mat 5e

DON'T MISS IT!
NOW PLAYING

STATE



A WARNER BROS. Picture with

MARIAN MARSH WARREN WILLIAM

Chas. Butterworh, David Manners, Frederick Kerr

Cut No. 11 Cut 20c Mat 5c

These two-column Ads Were Used By The New York Strand.

> oooh! THAT KISSand she had been saving Try

> > Tells what to do when business interferes with pleasure

with Marian Marsh, Warren William, Charles

STRAND

Broadway & 47th Street AT POPULAR PRICES

(SHORTS)

Cut 40c

Mat 10c

Cut No. 24

The Intimate Affairs of a Private Secretary





Cut No. 21 Cut 40c Mat 1

Olite

TOMORROW NIGHT 8 p. m.



3 or 4 weeks ago you might have paid as high as \$4.00 to see it on the stage—now

BEAUTY

from "A CHURCH MOUSE"
with Marian Marsh and

STRAND
Broadway & 47th Street
AT POPULAR PRICES

Cut No. 23

Cut 40c

Mat

Page Seven

Review

"Beauty And The Boss" Is Gay And Refreshing Comedy Drama

Refreshing in its satire and one of the most enjoyable comedy dramas presented in recent weeks, "Beauty And The Boss," a Warner Bros. production, began an engagement at the Theatre yes-Warren

William and

Marian Marsh,

last seen to-

gether in

'Under Eigh-

teen," are co-

featured, with

dry - faced

Charles But-

terworth as the

comedy lead.

Besides these,

there is a

strong sup-

porting cast,



WARREN WILLIAM

including Da-Cut No. 18 Cut 15c Mat 5c vid Manners, Lilian Bond, Frederick Kerr, Mary Doran and Polly

"Beauty And The Boss" was adapted for the screen from "A Church Mouse," a reigning Broadway hit by Paul Frank and Ladislaus Fodor, Hungarian playwrights. Joseph Jackson, one of Hollywood's most skillful screen writers, adapted it for the screen, and Roy Del Ruth, whose most recent successes were "Blonde Crazy" and "Taxi," starring Jimmy Cagney, directed it.

The theme of the story is that of an ill-dressed, but beautiful secretary who finds that the busy bee must transform herself into a butterfly in order to find love. Her employer, a master of men and money, is a puppet in the hands of women and, in her efforts to protect him, she unconsciously falls in love with him herself.

The story has some daring moments, but they have been handled so delicately by Director Del Ruth that they charm rather than shock.

There are gay scenes in Paris and Vienna, with Warren William as the playboy of the boulevards, leading a company of lovely women and whoopsie youths in a mad parade of fun.

Warner Bros. have given the production their customary care and richness of setting against backgrounds of utter luxuriousness.

Warren William and Marian Marsh, loveliest of the younger stars, make a splendid team in this as they did in "Under Eighteen." William proves himself one of the finest actors in pictures today, and Marian, with each new picture, reveals talent as an emotional actress. In this she gives the finest performance of her brief but brilliant career.

st day of run

Page Eight

New Fashion Creations In "Beauty And The Boss"

In "Beauty And The Boss," the Marian Marsh-Warren William co-star-

ring vehicle which opened at the Theatre yesterday, the central feminine character of the story transforms herself from a shrinking, timid secretary to a beautiful and much desired young lady.

As in all such transformations, clothes play an important part. One of the most beautiful white satin evening gowns ever designed by Earl Luick, famous studio stylist, is part of Miss Marsh's extensive screen wardrobe. With two draped scarves flowing from each shoulder and tied in a bow at the end of the back decolletage, it is a triumph of the dressmaker's art. She wears it with an entrancing short wrap of applegreen satin, trimmed luxuriously with blue fox. This and other creations are causing gasps and sighs from the feminine portion of the large audiences. Expressions of a more discomforting nature are said to emanate from the many husbands in the audience.

Miss Marsh is ably assisted in her characterization by Warren William who plays the other half of the title role, David Manners and Frederick Kerr. Charles Butterworth adds his whimsical humor to the plot while sex appeal is supplied in abundant quantities by Yola D'Avril, Lilian Bond, Mary Doran, Polly Walters and Barbara Leonard. It is a Warner Bros. and Vitaphone production.

2nd day of run

Marian Marsh And William Are "Doubles" For Barrymore And Dolores Costello

It would be a slight exaggeration to say that John Barrymore and Dolores Costello, otherwise Mr. and Mrs. Barrymore, both have doubles at the Warner Bros. studio in Hollywood. But certainly at that production centre there's a young actor and a girl whose resemblances to the famous married couple played a decisive part in securing their first screen opportunities.

They are Warren William and Marian Marsh, co-featured in "Beauty And The Boss," which began a day engagement at the Theatre Miss Marsh, who is Miss Costello's prototype, got her first big chance when she was cast as Trilby in John Barrymore's "Svengali." And that was because Barrymore, after observing the screen tests of numerous applicants for the role, was forcibly impressed by Marian's pronounced likeness to his wife.

As for Warren William, who looks extremely like Barrymore, he was chosen to be Miss Costello's leading man in "Expensive Women."

The accident of resemblance, however, has been in both cases the beginning of a series of roles which clearly demonstrate that neither Miss Marsh nor William have to rely on their physical resemblance to carve out their own screen success. In their last appearance together in "Under Eighteen," both scored heavily.

"Beauty And The Boss" includes in its large cast many prominent players of stage and screen. Among them are Charles Butterworth, David Manners, Frederick Kerr, Lilian Bond, Mary Doran and Yola D'Avril.

Roy ("Blonde Crazy" and "Taxi") Del Ruth directed.

3rd day of run

Manners' Yacht Won't Launch Skipper On Marital Sea-Yet!

Here is a tip for female fans of David Manners. The young author declares that he is not going to consider marriage until he has accomplished his present ambition, which is to own a

Until just recently, the yachting idea was just a vague yearning on his part, but it blossomed into something definite while he was at work on "Beauty And The Boss," a Warner Bros. picture featuring Marian Marsh and Warren William at the Theatre.

It seems that Director Roy Del Ruth is a vachting enthusiast and the proud owner of a 75-foot launch. In an interim between scenes, David picked up a copy of a yachting magazine which had been laid aside by Del Ruth and the two went into a long confab on the subject.

The main thing that David learned was that not only does it cost a lot to buy a yacht, but the upkeep also requires many nickels.

If he finds that he can support a boat in the style it is accustomed to, David will then begin thinking about the marital business.

"Beauty And The Boss" is a spritely comedy romance of a Cinderella-like secretary and her philandering boss. Roy Del Ruth's direction carries with it a deft touch. The cast includes Charles Butterworth, Lilian Bond, Frederick Kerr, Yola D'Avril, Mary Doran and



Marian Marsh, the screen's youngest star, appears opposite Warren William, with whom she was seen in "Under Eighteen," in the Warner Bros. picture, "Beauty And The Boss," now at

4-th day of run

Location Near Airport Creates Difficulty In Filming Picture

Location of the Warner-First National studios near the United Airport in Burbank, California, was the source of extreme difficulty in the filming of several scenes in "Beauty And The Boss," the Warner Bros. picture now at the Theatre, in which Marian Marsh and Warren William are co-starred.

The shots in question required Miss Marsh. William, Charles Butterworth and Mary Doran to enter, take off, land and disembark from a giant Fokker. The action shots were obtained easily but recording of sound was made almost impossible by the ten to seventy-five planes in constant movement around the airport. After several shots were spoiled, Director Roy Del Ruth was finally able to time the sound recording with the periods of least disturbance around the airport.

Other prominent players who appear in "Beauty And The Boss," although not in the airport scenes taken with such difficulty, are David Manners, Lilian Bond, Frederick Kerr, Yola D'Avril and Barbara Leonard.

Roy Del Ruth, director of the successful James Cagney pictures, "Blonde Crazy" and "Taxi," directed "Beauty And The Boss" from the successful stage play, "The Church Mouse."

th day of run

Charles Butterworth Now A Dancer—No Kidding!

Making his first appearance as a dancer on the screen, Charles Butterworth, in "Beauty And The Boss," the Warner Bros. production which comes to the Theatre next . . . , is said to have one of the funniest dance routines ever filmed.

Garbed in the dignified formality of full dress, the frozen-faced Butterworth becomes slightly intoxicated in a Parisian night club and attempts an Argentine tango. The result, from the first snap of the comedian's fingers until, in a low curtsy that somehow goes wrong, and he sits down firmly on his partner's bended knee, is hilarious comedy.

Butterworth appears throughout the film, in addition to the dance sequence, furnishing comedy support for the costarring team of Marian Marsh and Warren William, appearing together again after their roles in "Under Eighteen," which raised Miss Marsh to stardom.

Miss Marsh is cast as a secretarial Cinderella who eventually discovers the value of sex appeal in business, much to the discomfiture of her highly efficient employer, portrayed by William. The story has been characterized by metropolitan reviewers as "the smartest dramatic comedy of the season."

The large cast of "Beauty And The Boss," which was directed by Roy ("Blonde Crazy" and "Taxi") Del Ruth, includes David Manners, Frederick Kerr, Lilian Bond, Mary Doran, Yola D'Avril and many others.

Current Readers

Del Ruth Displays Diversity Of Talent With "Beauty And The Boss"

Roy Del Ruth, director of "Beauty And The Boss," the Warner Bros. picture now at the . . Theatre, shows another facet of his diverse talents in the direction of this latest Marian Marsh-Warren William picture.

"Beauty And The Boss" is a gay romance, differing entirely from Del Ruth's two previous efforts, both James Cagney pictures. In the first the direction stressed light comedy and in the latter dramatic action was emphasized. He was equally successful in the direction of both and was rewarded with the direction of "Beauty And The Boss" as a tribute to his versatility.

Supporting Marian Marsh and Warren William in this Del Ruth-directed hit are Charles Butterworth, David Manners, Frederick Kerr, Mary Doran and Yola D'Avril.

Young Star's Popularity **Grows Greater Daily**

Marian Marsh, who in less than a year has risen from the status of an extra to stardom, has received approximately 90,000 fan letters up to the present date, and the rising tide climbs higher with each succeeding picture she makes.

The first flood of fan mail followed

"Svengali" last spring. "Five Star Final." "The Road to Singapore," "The Mad Genius," "Under Eighteen," and now "Beauty And The Boss," the Warner Bros. picture at the Theatre, have increased the talented young girl's popularity by leaps and bounds.

In "Beauty And The Boss," Marsh appears opposite Warren William, with whom she was cast in "Under Eighteen." The large supporting cast includes Charles Butterworth, David Manners, Frederick Kerr, Mary Doran, Lilian Bond and Yola D'Avril. Roy Del Ruth directed.

Feature

Marian Marsh Gets Chance To Compare Her Desires In "Beauty And The Boss"

By FRANK DAUGHERTY If Warner Bros. hadn't chosen Marian Marsh to become a star, Marian wouldn't have minded becoming someone's secretary. What's more, all her friends say she'd have been a mighty fine

Marian, whose new picture, "Beauty And The Boss," is now at the . Theatre, had planned on just such a career even when her older sister, Jean, was already in the movies. At that time it was her thought that about all Marian could hope for would be sufficient work in pictures to put her comfortably through school. Then she would devote all her energies to the job of being some executive's efficiency expert, typist and counsellor.

During production of her new picture -in which she enacts the role of a prim, efficient and utterly sexless secretaryshe had a chance to compare her earlier tastes and ambitions with her present ones. The result, in spite of her added knowledge, is exactly as she surmised.

"I'm confident I'd be perfectly happy as a secretary if I wasn't doing this work. A secretarial career has a lot of appeal for me," she stated with complete assurance, adding, "Don't you think the average girl, with average desires, would feel the same way if placed in a spot where she could stack up both vocations? Of course, I don't mean that nearly every girl wouldn't prefer to be in pictures rather than in an office, if given a choice. I do feel, however, that most girls would have views a lot like

Judging from the manner in which Marian has thrown herself into the business of making a success in pictures, she would have been equally successful in the world of commerce. On the studio lot she has become the most letter-perfect reader of lines among the company's players, never missing a cue nor missing a line. She was asked about the legend that she "had a talent" for lines.

"Talent?" she laughed. "It takes a

lot of hard work, that's all. I generally work with my voice and diction teacher every night until ten-thirty. From then till midnight I rehearse my lines for the next day."

Having a speculative turn of mind, the interviewer ventured to suggest all work and no play might make Marian a dull girl. It seemed all so machine-like. The girls we knew as a youth went in for ordinary pursuits, such as park benches and full moons and similar things.

Her blue eyes mocked as she dimpled. "That's like this picture, in a way. I'm supposed to comb my hair back severely and I'm not supposed to have thoughts of anything but work. The very idea of love is too shocking for me to admit to anyone but myself. Of course in the end I get my man—like the Northwest Mounted Police—but not till I find out that a good figure means more than being good at figures."

"If you weren't in pictures," she was asked, "would you still want to be a secretary?"

Under the yellow cornsilk hair her eyes, bluer than ever, took on those mischievous lights again.

"What other kind of work do you think has the same advantages?" she countered. "First of all you are associating with the executive type of mind. Then, too, the object of most young working girls—at least presentable ones—is to get mar-

"Well, what other working girl has the same chance to meet and be intimate with-in other words, to display her charms to-the same eligible sort of male? Business men with secretaries are generally able to afford wives. Most of them do, eventually, and the percentage of working girls who are married to them, in case you don't know, is enormous."

"But that wasn't your reason for wanting to be a secretary?"

"Goodness, no! I don't want to be married yet. If I had gone into business I wouldn't marry until I first had made a success in the business. You can always marry. You can only be a success once or a failure forever."

Featured with Miss Marsh in "Beauty And The Boss" are Warren William, David Manners, Charles Butterworth and Lilian Bond. Roy Del Ruth directed.

Cut No. 1 Cut 15c Mat 5c

the . . . Theatre.

Selling To The Public!

SALES ANGLES

Here's a comedy-romance that's got plenty of zip, situations that intrigue, lines that sparkle and a box office cast that's smooth as silk, to say nothing of a title loaded down with feminine appeal.

It's a woman's picture, from start to finish. But that doesn't mean everyone won't like it. Keep in mind, however, that your chief appeal should be directed toward the girls.

Play up Marsh. Her name is meaning more every day. But don't discount the importance of Manners or William.* And Butterworth means something in key cities.

Bear down on its naughtiness if your patronage is sophisticated. But forget about its Continental settings and above all don't stress the business angle.

Go after this one hard with tie-ups and contests. Give it all the exploitation you can. You'll keep that old till clinking overtime!

*Because of his brilliant work in this picture Warren William has been chosen for the title role of "The Mouthpiece."

Complimentary Perfume Vials

Undoubtedly your local drug store can make arrangements with a perfume manufacturer whereby free samples of their perfume can be distributed at your theatre at no cost to you.

This stunt was pulled recently by a live-wire exhibitor and was of great benefit to both the drug store and the theatre. Manufacturer gave free perfume samples to drug store. They were mounted on a card, the front of which advertised the perfume and the back, the name of the picture and theatre.

Contact your local drug store and try to arrange a similar tie-up in your territory.

Newspaper Contest

One of the most timely contests you can submit to your local editor is one that keys in with present day economic and business conditions.

We suggest that you urge your editor to use the following contest in connection with the showing of "Beauty And The Boss" at your theatre:

IS WOMAN'S PLACE IN THE HOME OR IN THE BUSINESS WORLD?

The replies will undoubtedly refer to the unemployment situation and other facts of economic importance. This contest, if properly conducted, should result in a tremendous amount of word-of-mouth advertising for your theatre and current attraction.

Newspaper Serialization

The May issue of een Romances" presents the fict ed story of "Beauty And The Bo By arrangement with this n azine we have made the serialize on of this story available to your ocal newspaper, provided the pper WILL GIVE CREDIT TO "SCREEN ROMANCES."

Here's your procedu:

Simply secure a by of the magazine and sell tl idea of serializing it to your cal editor, suggesting that stills be ed to illustrate it. This should b run in the paper prior to or during le showing of "Beauty And The B

To make this tie-up m e effective, you should announce on our screen that through the courtes f "Screen Romances" the "Daily S will run the story of "Beauty An 'he Boss" in its columns. Give date of publication as well as vo avdate. This announcement cou in the form of a trailer and to the end of the regular trailer his picture. Running the ste in your newspaper without credi Screen Romances" is strictly p ited.

Cash In On Se-Ling Tie-

Ten thousand distrib Ling hosiery have agr erate with all exhibit "Beauty And The Boss Marian Marsh wea Se-Ling hosiery.

See your local Se-Lin ributor and you both will be a o work out ideas and stunts the l be of mutual benefit. All ng distributors know of this gement and have been supplied h accessories to aid in promoti

of Se-

o coop-

playing

which

Arrange for windo displays. Make cutouts of Maria Marsh for the center of the window Dress up the display with stills. se the window card supplied by se-Ling to their distributors. If run a contest of any kind r e Se-Ling hosiery one of the priz Have the merchant insert a hera each pair of Se-Ling hose he sel You'll find Se-Ling distributors n than willing to cooperate wi ou on a reciprocity basis.

For further inforn n on this tie-up write to Wa T. Fred Hosiery Mills, Nashvill Tenn., for complete details and ss sheet. Once you have establied contact with local merchants can use it again for the exploitatic of Warner Bros. and First Natical pictures which feature other srs in this tremendous tie-up.

Beauty Parlor Tie-Ups

Exhibitors everywhere have found it mighty profitable to tie up with beauty parlors. "Beauty And The Boss" is right up that alley.

There is more word-of-mouth advertising done in beauty parlors than in any other shops in existence. Get the operators to talk about your attraction and you've got more advertising than money can buy.

Tie up with them. Use their windows. Insert cards with the following copy in connection with two heads of Marian Marsh, one showing her as the ugly duckling and one as the "beauty"-

(Still of Marian Marsh before beauty treatment)

Don't Be Like This! (Still of Marian Marsh as

BE LIKE THIS! Let us show you how to be your prettiest! then see

"BEAUTY AND THE BOSS"

with Marian Marsh Warren William at the STRAND

It might be a good idea to invite a few of the more important beauty parlor operators to your first showing of "Beauty And The Boss."

Throwaway

The following copy is suggested for a novel throwaway. Best distribution for it would be in homes. department stores, ladies' specialty shops-for it is devised solely for women. It should be printed locally on a small card. Thumbnail cuts of Marsh-with costume make-up and without-might be used.

Girls—Beauty Culture Course— Free

This card, presented at the Theatre, together with the regular admission fee, entitles you to not only two hours of perfect entertainment but to receive expert advice on how to make yourself most alluring

. . . Marian Marsh herself gives professional demonstrations on the art of make-up, clothes and getting her man in the sparkling, saucy, laughfilled comedy, "Beauty And The Boss.

Mlle. Marsh—Beautician

SEE THE SPECIAL NOVELTY HERALD AT YOUR EXCHANGE

Are You A STENOGRAPHER?

If you are, the Evening Gazette and the Strand Theatre invite you to be their guests at a 6.30 a.m. showing of

BEAUTY and

A Warner Bros. and Vitaphone Hit

MARIAN MARSH

DAVID MANNERS

WARREN WILLIAM

CHARLES BUTTERWORTH

and then have breakfast with us at the

EATMORE RESTAURANT FREE!

READ THE RULES: Clip the coupon at the bottom of this announcement. Fill it in completely, giving your name and address and the name and address of your employer. Take it to the box office of the Strand Theatre tomorrow morning before 6:30 a. m. and you will be admitted free to see "Beauty and the Boss," with Marian Marsh. After you've had the time of your life with "Beauty and the Boss" you'll go right across the street to the Eatmore Restaurant and have some doughnuts and coffee. You'll have plenty of time to be at work at 8:30. The whole party is on the house.

Name	
Address	
Employer	
	S Also

The above stunt is self explanatory. It's a great gag for all concerned, especially the newspaper, because they have to buy the paper to get the coupon. The restaurant gets a plug and so does your theatre and show. If you go into this stunt insist upon a three-day advance and one-day follow-up story from the editor. It's been done a few times in the past and has proven tremendously successful.

Sell This Picture On The Romantic And Not The Business Angle!

Okay to cover the business schools, office buildings, commercial houses with the business angle, but for general distribution base your appeal on the romance! Play up ONLY romance in your lobby and newspaper ads.

Commercial Tie-Ups on Marian Marsh JANTZEN KNITTING

MILLS Portland, Ore. LUX TOILET SOAP Cambridge, Mass. SE-LING HOSIERY

Walter T. Fred Hosiery Mills Nashville, Tenn.

Lobby

There are a number of things you can do to dress up your lobby and provoke interest.

The one-sheet, with a head of Marsh, surrounded by admirers' heads, may be cut out, mounted, and all the heads fastened to a spider's web, with Marsh in the centre. The web is easily constructed from either cord or rubber cement that has been drawn out. Another approach would be to set the Marsh head on a large beaverboard candle, attach wings to the other heads and dangle them from the lobby ceiling or wall brackets. Display this prominently.

Spring Flower Festival Lends Added Interest

Most exhibitors will play "Beauty And The Boss" during April and May, an opportune time to stage a Spring Flower Show.

Conduct your Flower Festival in the form of a contest, offering prizes for the best home cultivated flowers. Exhibit them in your lobby with identifying numbers and arrange to have each ticket purchased good for ten votes. Not only will contestants and their friends purchase tickets but you'll convert your lobby into a flower garden. Donate flowers to hospitals and charitable institutions for additional publicity. Give prizes in pass form and in a bouquet from local florist tied in. You'll find the show will bring in interest and

"Beauty And The Boss" admirably fits into such a scheme of things for it ties right in with your local florist. Listed under "Local Tie-Ups" are stills suggested for florists. In them Warren William wears a gardenia. You can suggest slogans to your florist, such as "A flower in your buttonhole will appeal to that Beauty-but a bouquet for her is sure-fire," or "Say it with flowers-and take your girl to see 'Beauty And The Boss.'

The six-sheet, with the title transposed to the bottom, makes an effective cut-out to mount on your mar-

You can make your lobby sell the picture on the "transformation" slant with the use of gaily colored imprint pennants or burgees featuring "She Had 'It' But She Hid It!" alternating them with blown up heads of Marsh, au naturel, on one side, and on the other a head of her in her costume make-up.

This can be carried a step further -smart looking store window mannequins, one draped with battered clothes similar in general appearance to Marsh's costume, the other hung with the most chic evening gown obtainable. Label them "Before" and "After."

Coigure Show Will Make Hit

Here's a stunt for your stage that's practical, dignified, and in keeping with the general atmosphere of "Beauty And The Boss," which treats with the transformation of an ugly duckling into a swan.

The proof of its practicability is the huge success the show was at the Irving Theatre, Wilkes-Barre, Pa., where it was used by Manager Fred V. Greene, Jr.

Arrangements were made with a leading beauty parlor of the town to stage a hair-dressing show in which fifteen models took part, each demonstrating a different coiffure. The entire presentation took only eight minutes. This is how it was staged:

The show opened with an overture after which the Madame made a brief introduction on the apron. The stage set was an upright piece with an oval opening just large enough to disclose the upper portion of the girl's body, the girl standing on a platform. The traveler was fastened just above the frame which was backed with a set piece and then the lower corners were pulled back making a V-opening, or rather an inverted V-opening - disclosing the girl with two stage spots as well as the booth spot on her. Each model was given a thirty-second introduction by her employer, in the middle of which the traveler opened and the model slowly turned around.

GET INTO THE SWIM!

WARNER BROS. AND

JAITZEN KNITTING MILLS Get Together Again for

YOUR BENEFIT

he Jantzen tie-up for 1932 is bigger than er before!

More accessories! More promotion! More ho in the field!

Marian Marsh and a dozen other Warner s. and First National players are in the

Seautiful enlarged stills of Marian Marsh be secured from your local Jantzen ler. If he has not received them have him nediately communicate with the factory. em in your lobby. Use them as the cendisplay in a window tie-up with your local itzen dealer. Spot them at the back of

ee your local Jantzen dealer now. Make parations for the most sensational adverg and exploitation backing any tie-up ever Get into the big exploitation swim! or complete details watch for trade paper ouncement or write to Castle, Jantzen Knitting Mills, Portland,

CATCHLINES

ad "It" but she hid it!

ok a lot of night work-but she finally mad ood—at being "bad"!

Sh earned clothes make the woman-before woma "makes" the man!

Cincrella studies how to be a siren in her spare

She ps from paper cuffs to decollete, from note p to night clubs!

arned her love lessons from her boy frien irl friends!

ittle garment has a meaning of its own!

Storof a little church mouse who went to work on a " cheese"!

She ever made a mistake in figures—until it came ther own!

DOUBLE-ACTION THROWAWAYS

For Men Only

(Don't show this to your wife or sweetheart)

LOOK INSIDE

The above is copy for the outside of the envelope. Hand one to every man that comes INTO the theatre.

For Women Only

(Don't show this to your husband or sweetheart)

LOOK INSIDE

The above is copy for the women's envelope. Hand one to each woman as she LEAVES the theatre.

DEAR FRIEND:

If you are—or were—a private secretary, we dare you to bring your husband or sweetheart to see "Beauty and the Boss," which we will show beginning next ... It tells EVERY-THING!

The above copy is for the card to be inserted into the woman's envelope. It can be changed and adapted to a message for men. Hand one to each man as he enters the theatre and one to each woman as she leaves the theatre, or vice versa. Don't give them both out at the same time.

"Dress-Up Week"

May be promoted with "Beauty Week." Certainly there was never a better chance than the present, what with the entire clothing industry crying about hard times, offering extraordinary values, having sale after sale. Sound out a few department stores and exclusive specialty shops. For gown stills there are any

number on Marsh and Mary Doran. For other window and counter displays the following stills are recommended:

Stationers' - memo pads, desk equipment, address books, etc.-Nos.

1, 3, 6, 13, 14, 25, 90. Perfumers'—No. 35, Publicity C (Marsh).

Lingerie Shops-Nos. 65, 66. Florists'-Nos. 207, 208, 211.

Page Ten

WARNER BROS. GIVE EXHIBITORS THE SMARTEST BILL-POSTING IDEA IN EXPLOITATION HISTORY

Here's the newest and smartest effective bill-posting idea to hit motion picture exploitation circles—post one-sheets, three-sheets and six-sheets on the sides of delivery trucks, moving vans, and every kind of available truck with a flat side. Any exhibitor in any city can make use of this idea.

You can tie up your local commercial concerns for this purpose with ease. If an exchange of passes for side-of-truck space doesn't do the trick, a slide for them on the screen will. And your only expense is for frame lumber.

Go out for this type of exploitation right now. Line up every possible truck in town as a traveling advertisement for the showing of "Beauty and the Boss." You may even be able to arrange for a parade of the trucks through the streets at the hours when most people are shopping.

Aside from the direct advertising benefits to be derived from this method of bill-posting, you will derive the valuable benefits of worthwhile contacts with your local merchants. You'll show them how it benefits them to play ball with their exhibitor. After that, special favors of a reciprocal nature will come easily.

And here's a motto to remember:

Better Bill-Posting Means Better Business

AUTOGRAPI ED PHOTO



MARIAN MARSI

\$7.50 per thousand

Imitation autographed photof Marian Marsh. Excellation is since the state of matinees. Imprint the back with copy on "Beauty And The Boss." \$7.50 per thousand. Cash der or shipped C.O.D.

Order Direct from

GORDON-BAKI PRINTING COR

142 West 24th Street, Ne Yo

COLORTONE EFFECT



Make your screen presentation artistic and colorful with this atmospheric effect, elaborately colored, beautifully created.

4x5—Colored positive only...\$2.00 Set (positive and negative) 3.00 $3\frac{1}{4}x4$ —Colored positive

only 1.50
Set (positive and negative) 2.25

Order by No. N 217

NATIONAL STUDIOS, Inc. 226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

Throwaway Novelty



The above throwaway is a miniature reproduction of a typewriter printed on good cardboard stock. A piece of paper bearing catchy copy, your theatre name and playdate is included, making for an eye-catching throwaway. Prices complete:

 1000
 \$7.50 per M

 3000
 6.00 per M

 5000
 5.00 per M

Order direct from

EXPLOITATION PRINTERS
20 West 22nd Street
New York City

TURN THIS OVER TO YOUR LOCAL FASHION EDITOR



Description

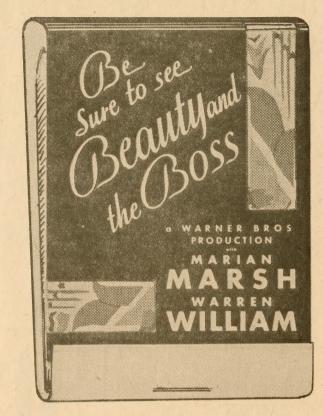
Lovely Marian Marsh, Bros. youngest star, who wat the . . . Theatre next "Beauty And The Boss," the Week End Mystery of Wear."

She suggests the smart ri
on the left for equestrien
breeches are sand colored v
the coat black suede flann
hat black stiffened felt.
match and the white scarf
polka dots adds a sporty t

In the center Marian ays a sport costume for aftern. The skirt is white basket w wool, so popular this season, the the sweater is crimson colored trimmed in the same materal as the skirt. The hat likewise sof the basket weave cloth and give the appearance of a pancake bertand white sport shoes corolete the costume.

Marian does not forget week end an evening dress solute necessity. Here is she chooses. It is of wo shadow crepe. The squ caught in the corners by stone clips, with the rhine of the same design. The thin summer suede in green.

Feminine Cosmetic Novelty a "Natural" for this Picture



NAILWITE PACKETS

 500 (minimum order)
 \$5.00

 1000-5000
 8.50 per M including imprint

 5000 or over
 8.25 per M including imprint

Same size and packing as paper matches. Title and names of stars on the front cover. Back cover left blank for your imprint. A novelty that not only advertises your show, but builds good will. As good as any gift you can give the ladies.

Give them out on matinees. Or buy a lot and distribute them instead of your usual throwaway. So cheap, you can buy a lot.

Tie up with beauty parlors. Give them a supply for their patrons in return for window space.

Nailwite packets are something new. Soon shops throughout the country will be selling them at 10c to 25c each. Be the first in your town to use them.

Order Direct from

Individual Cosmetics Corp.

38 West 32nd Street
New York City

CCESSORIES THAT SELL! WIDELY and WISELY

SPOT THEM



Here's poster art at its best! Beautifully colored and attention-getting! Title is in blue with light blue outline. Billing is in light blue. Catchline is orange. Heads are in full, natural color. Let this twenty-four-



ONE SHEET



SLIDE



WINDOW CARD

24 SHEET

HERE'S AN IDEA!

Widen your sheet-posting activity to trucks and delivery wagons. They form an easily obtained outlet and a permanent traveling advertisement. Line up a dozen merchants to permit you to place onesheet and three - sheet frames on their trucks.

This is the newest billposting method-and it works!

See Exploitation page for full details

THE OFFICIAL WARNER ROS. SEAT-SELLING TRAILER on "BEAUTY and THE BOSS"



SIX SHEET



RD INSER



THREE SHEET

Order Blank ACCESSORIES "BEAUTY AND THE BOSS"

Send to	
end to	
Manager	
Theatre	
1 neatre	
City	
POSTERS	- AMOUNT
1-sheets @ 15c each (1 to 50)	
@ 13c each (51 to 100)	
@ 36c each (Over 25)	
6-sheets @ 75c each (1 to 10)	
@ 70c each (11 to 20)	
@ 65c each (Over 20)	
WINDOW CARDS	
@ 6c each (51 to 100)	
@ 5½c each (Over 100)	
INSERT CARDS	
@ 25c each (1 to 25)	
@ 22c each (26 to 50)	
@ 18c each (Over 100)	
HERALDS	
M @ \$3.00 per M (1M to 5M)	
M @ 2.75 per M (Over 5M)	***************************************
PHOTOS	
Set 11 x 14s @ 75c per set	***************************************
Set 22 x 28s @ 80c per set	
(2 in set — colored)	
Slides @ 15c each	
Stills @ 10e each	
Music cues	
Music cues	(Gratis)
	TOTAL

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http://wcftr.commarts.wisc.edu



www.mediahistoryproject.org